

FAVORS COME FROM EVERY PART OF U. S.

Guests at Banquet of Nationally Advertised to Be Entertained by Famous Firms.

FROM PENCILS TO YEAST
Half-Bushel Basket Is Attractive as Well as Food at Journalists' Dinner Tonight.

From all over the country nationally advertised goods have been sent for the Banquet of the Nationally Advertised tonight. Even to the extent of place cards, napkins, dollies and center decorations, national advertisers have lent a co-operative hand.

The olives have been sent by the Carter Corporation. They are Supreme Ripe Olives, and come from the distributing center of Long Beach, Cal.

The California Almond Growers Exchange, 311 California street, San Francisco, Cal., have sent two large bags of thin shell almonds.

H. J. Heintz sends one of his 58 varieties in the form of an Indian Relish, which will be served in the original jars at the table.

Five boxes of Sunkist oranges, and one box of lemons, represent the California Fruit Growers Exchange, the suppliers of Sunkist oranges, grapefruit and lemons.

Swift & Co., Chicago, sends a supply of Swift Premium Hams sufficient for the plates of 600 hungry people.

Loose-Wiles Biscuit Co. sends the cakes and crackers. Six cans of Sara-Lee Flakes, two dozen Butter Thins and two large cans of Clover Leaf Wafers, constitute their generous contribution.

The largest exclusive cheese house in the world, J. L. Craft, has sent fifty tins of Craft's American Cheese. Each tin will be cut into twelve pieces.

C. F. Sauer Co., Richmond, Va., have sent a quantity of Old Virginia Fruit Punch Flavour.

Anheuser-Busch Sales Corporation will, besides giving each guest a bottle of Bevo in the basket of favors, give for table use, Budweiser and ginger ale.

The Genesee Food Co. has sent a representative, Mrs. Shannon, to help prepare the salad course and the dessert course. They will furnish the Jello and prepare it for the guests in an exquisite style.

The coffee is the "Seal Brand" coffee of Chase & Sanborn Co., 68-76-78 East Lake street, Chicago. Napkins and place cards will also be furnished by them.

The William A. Stieckney Cigar Co. will furnish the guests with Chancellor Sublime Cigars.

Latina Cigarettes will be passed to the guests as compliments from the firm of Liggett & Meyer Tobacco Co.

These constitute only a part of the food to be served to the 600 guests who will attend the banquet tonight.

Nearly forty favors will be given, representing nearly as many firms, who are national advertisers from all over the United States. A half-bushel basket just about holds them, and each of the 600 guests will receive a half-bushel basket full of nationally advertised favors.

The American Crayon Co. has just moved its Gordon Brown Pencil Plant to Sandusky, Ohio. It sends 600 exceptionally strong paper-wrapped blue pencils as souvenirs.

The Atlas Portland Cement Co., Chicago, which has "the standards by which all other makes are measured," announces a special contest for journalists.

writing on the topic, "Building Homes with Atlas White Cement." The winner is to receive a cash prize and a write-up. The Kellogg Toasted Corn Flake Co., of Battle Creek, Mich., sent four big cases of Kellogg Toasted Corn Flakes. Each basket gets an individual package.

The Postum Cereal Co., of Battle Creek, Mich., sends with its favors an interesting booklet on their Post Toasties.

The Northwestern Yeast Co., Chicago, provides each guest with a cake of Yeast Foam, the "Magic Yeast." Taking this yeast will help one to rise with ease from the table after the heavy and splendid menu. In their booklet "Dry Yeast as an Aid to Health," they send an interesting and instructive pamphlet in explaining some of the yeast's medical value.

Right next to that little cake of yeast, with all of its rising potentialities, is a box of large size, fresh raisins. They mail from far away California and are grown and packed by the California Associated Raisin Co., Fresno, Cal.

A recipe might be found for home brew, but then what's the use? Now comes Anheuser-Busch Co., St. Louis, and gives each guest, as a favor, a bottle of Bevo. Budweiser, which will be served at the table will take away the last doubts as to whether there is actually an available substitute for yeast and raisins.

Nearest to the heart of a journalist is a pen. The Spencerian Pen Co., New York, does not send the guests one of their splendid pens, but they do send to each guest a compact Atlas of the World, showing all the new and old boundaries. In their pamphlet on "The History of Old Glory" an interesting little history of the flag accompanied with illustrations is given.

But what is a pen without ink? The basket is complete! It has a liberal sized bottle of ink. S. S. Stafford, Inc., New York, sends 600 two-ounce bottles of their celebrated "The Ink that absorbs moisture from the air." And then to top it off completely they send as many blotters. The Stafford people are makers of inks, adhesives, carbon-papers and type-writing ribbons.

Of course the pencil, too is a journalist's tool, and so the Joseph Dixon Crucible Co., Jersey City, N. J., avail themselves of the opportunity to participate, and add to the favors a famous Eldorado 2B pencil. The Joseph Dixon Company realizes the fact that it is one of the human characteristics to make mistakes, and so throw in for good measure a Wedge Rubber Head. They send also an interesting booklet "Finding Your Pencil," the subject of which is most appealing to anyone who tries to keep one around an office of scoops. But instead of writing on that phase of the subject, the writer of the pamphlet evolves the theme of finding a pencil for your particular profession. The Dixon Co. makes a pencil for every trade and profession.

Still another pencil comes from Yawman & Erbe Mfg. Co., Rochester, New York. This company makes filing systems. Their reasons for why one should use their filing cabinets are famous. A pencil, reminding us of those reasons, is their favor to each guest.

The Reo Motor Car Co., Lansing, Mich., realizing the fact that some pencils will be given as favors, sends the practical gift, a pencil clip, advertising the Reo speed wagon.

Milwaukee, Wis., was once a famous city for a particular reason, but that reason now being extinct, the Evinrude Motor Co., of Milwaukee, manufacturers of detachable row boat and canoe motors, pumps, oil engines, boats, mag-

netos and other motor accessories, are destined to keep the name of Milwaukee famous. Their widely advertised phrase, "Made in Milwaukee—Used all over the world" is more truth than mere advertising. The Evinrude motor people have the distinction of having their motors endorsed by twenty-two governments. A pin or ash tray, having a delightful and refreshing picture of marine sport engraved thereon is the gift of the Evinrude Co.

There are 101 uses for salt and the Diamond Crystal Salt Co., comes out to show this to each guest in a pamphlet by that name. While they are in the business of showing the guests they send each one a little sample of a box of Diamond Crystal Salt, that acts just like a big box of the same brand.

Chocolate town is also represented. A sample of breakfast cocoa will be found in the basket as a favor from the Hershey Chocolate Co., Hershey, Pa., manufacturers of chocolate and cocoa. A booklet from them tells of their sanitary plant and gives recipes for their products.

Another noted cocoa and chocolate factory, Walter Baker & Co., sends a costly engraved booklet, delightfully telling the history of their products and their uses. It contains valuable recipes and information.

But we also have chocolate in its finished products as only Whitman's confectioners know how to make them. Stephens F. Whitman and Sons, Philadelphia, Pa., send a sample box of chocolates. The company had planned to send their samples in special boxes upon which was to be embossed the seal of the University, and was to be tied with the ribbons of the colors of the school. Time prevented their carrying out these plans. The Whitman company are also manufacturers of powdered cocoa and marshmallow whip.

The George Washington Coffee Refining Co., New York, sends a sample box of their famous "Made in the cup, at the table" soluble coffee. It is prepared in a neat little tin, and makes a useful favor.

Everyone has heard of Crescent Maple line, as made by the Crescent Manufacturing Co., from the western coast, Seattle, Wash. Each basket has a two-ounce bottle of this extract and with it a leaflet on "The Golden Flavor" explaining its uses in appetizing recipes such as candies, ice cream, sundae dressings, toppings and syrups. This firm has also

provided for the napkins of the guests for table use at the banquet.

Even in the toilet line, nationally advertised goods are being represented in the basket. Thus James S. Kirk & Co., Chicago, sends all of the banquet guests a bar of Jap Rose soap. The little bar of soap gives delightful fragrance to the entire basket of favors.

Daggett and Randall, New York City, manufacturers of toilet preparations, sends for the women a tube of Perfect Gold Cream, and for the men, a tube of Perfect Shaving Cream.

A miniature package of a toilet set comes from the Menton Co., Newark, N. J., which contains talcum powder, shaving cream and dentifrice.

The Yve Palmolive Co., Milwaukee, sends a sample of their Palmolive Shaving Cream.

The fairy like fragrance of Dier-Kiss is found in a sample box of Dier-Kiss Cold Cream, representing the Alfred H. Smith Co., New York.

The Freeman Perfume Co., Cincinnati, Ohio, sends a packet of their delightful Freeman's Face Powder.

The Pacific Coast Borax Co., New York, Chicago and Oakland, Cal., sends a package of 20 Mule-Team Borax Soap Chips.

The Mentholatum Co., Buffalo, N. Y. and Wichita, Kan., sends each guest a first aid tin of Mentholatum.

The A. P. W. Paper Co., Albany, N. Y., sends samples of paper, and a booklet explaining the "Economy of Standard."

The Florsheim Shoe Co., Chicago, in values.

"The Hope Chest" is the title of an interesting pamphlet from H. E. Verran Co., of New York, manufacturers of embroidery silk. The book contains interesting directions on stitching and valuable information on the origin of the hopechest, making dreams come true, filling the hope chest, the first wedding cake, and the first wedding veil.

The Ansonia Novelty Co., of Ansonia, Conn., sends each banquet participant a thimble, packed in a neat and separate box. Even some of the male guests will be glad to get this article.

Swift & Co., Chicago, not content with sending good ham for 600 guests, and sending a man here to prepare it, gives the guests also a Swift's Premium Ham key ring, and a Jack Spratt's Celluloid Calendar, both of which will be useful gifts for the journalist.

The Kalamazoo Vegetable Parchment

Co., Kalamazoo, Mich., sends each guest a Kalamazoo Papercloth Ice Blanket.

McElroy-Sloan Shoe Co., of St. Louis, sends Billiken squeakers, pop-guns and circus cut-outs for the kiddies, to be given to them on returning home. No one is forgotten.

The Missouri Meerschaum Co., sends each guest a smoker's set. The famous corn cob pipe factory, the world's largest corn cob pipe producers, at Washington, Mo., sends in this smoker set a delightful gift.

Among the pamphlets sent by the various companies there is one issued by the Nettleton Shoe Co., Syracuse, N. Y., which informs us that their shoes have tested the wear of 5,000 miles of walking for each pair of shoes.

The Florsheim Shoe Co., Chicago, in their "Styles of the Times" sends a neat up-to-date leaflet on their products.

The Associated Cooperage Industries, St. Louis, sends an interesting sketch on "Some Light in Dark Corners." Uses for barrels are herein inscribed.

A little leaflet from the Alabastine Co., Grand Rapids, Mich., gives ideas on water color for walls, in "The Mystery of the Lost Woman," which discloses "The Startling Secret about Walls."

The Berryvale Linen Co., whose mills are in Belfast, Ireland, sends a message on the Berryvale Irish Linen, in the form of a beautiful engraved catalog.

Interesting recipe books are also to be found in the basket. There are some from the Calumet Baking Powder Co., of Chicago; the Minute Tapioca Co., Orange, Mass.; and the Corn Products Refining Co., New York.

The Fleischmann Co., New York and St. Louis, mailed fresh cakes of yeast by special delivery from St. Louis yesterday. "Yours for Health and Vigor—Eat Fleischmann's Yeast," is the slogan.

The chairman's gavel is a miniature Keen Kutter hammer, furnished by the Simmons Hardware Co.

The Clean-Up and Paint-Up Campaign Bureau of St. Louis presents guests with copies of their Blue Book.

The California Prune and Apricot

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The California Prune and Apricot

Growers, Inc., are anxious to take part in the next banquet of this sort. Inability to make shipment in time to reach Columbia for the banquet prevented their sending products.

The California Peach and Fig Growers send Blue Ribbon Brand California Figs for the banquet.

Miss Catherine Devine, whistler, will give a tone test during the banquet in connection with the Edison phonograph.

Musical selections will be given during the banquet by the Columbia Grafonola. Guests at the banquet will be privileged to listen to music from the Culbransen Player-Piano.

MAINLY ABOUT PEOPLE

T. P. Ligon went to St. Louis this morning to visit his daughter.

R. L. Vandiver went to Hallsville this morning on business.

Mrs. Leslie Green went to St. Louis yesterday for a short visit.

E. C. Bird, who has been in Columbia a few days on business, left yesterday for his home in St. Louis.

Mrs. W. O. Dixon of Columbia went to Blue Springs yesterday for a visit with relatives.

Miss Bertha Cunningham of the Columbia postoffice left yesterday afternoon for a few days visit with Mrs. Robert Hall of Linneus.

Mrs. J. Chellis left yesterday for a short visit with friends in St. Louis.

H. R. Kibler, of the American Farm Bureau Federation, who attended the meeting of farm editors here, returned to Des Moines, Iowa, this morning.

P. O. Davis, who was in Columbia for Journalism Week, returned to Auburn, Ala., today.

Missouri Want Ads bring results.

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TRANSFER - STORAGE
PACKING - MOVING



It is common knowledge that the Hupmobile does uncommonly well exactly those things which make a motor car worth what it costs.

You pay for long life in a motor car—and get it in the Hupmobile.

You pay for low repair and operating costs—and get them in the Hupmobile.

You pay to keep going, and for freedom from constant adjustment—and get both in the Hupmobile.

You pay for satisfaction as long as you use the car, and satisfaction in the price you get when you sell it—any owner will tell you these are precisely the things you get in the Hupmobile.

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THE COOLEST PLACE IN TOWN TO GET THAT HAIRCUT AND SHAVE

University Barber Shop

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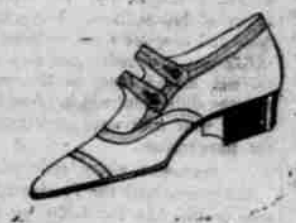
Your Next Need

When the Journalism Banquet of the Nationally Advertised is over a pair of our cool, light sport shoes for Summer is a necessity.



See these beautiful Grand Sand Suedes with Brown or Black leather trimming, comfortable military heels and welt sole.

\$9.00



Here is a delightful rein skin pump with black or brown leather trimming, is sure to please. Military heels and welt soles.

\$7.50



Our White Reinskin Sport Oxfords in latest styles will keep your feet cool and comfortable this summer. Military heels will add to your comfort in walking.

\$7.50

Hosiery to Match.
WATCH OUR WINDOWS

Millers
800 Broadway

Oh, Boy!
Listen to this!

How would you like some fresh river-fish which will be caught tonight? Well they'll be served to-morrow at

The Jumbo

Over the White Eagle Dairy.

Seed Corn

Hand Selected, Shelled, Graded, Highest Germination, Pure, Grown in Boone County. The best is always the cheapest.

Cowpeas and Soybeans

Make your selection now. We have a complete assortment of Grass Seeds, Sorghums and Clovers.

Garden Seed
We Know Good Seed and Handle Nothing Else.

C. Wilhite Seed Co.
24 Guitar Bldg.

GULBRANSEN Player-Piano

A well known trade mark growing day by day which is a logical result of a nationally advertised price.



That the price of the GULBRANSEN Player-Piano is a fair one is evidenced by its increased popularity.

Distributed in this vicinity by

Taylor
MUSIC COMPANY

That Wedding Announcement

Will be kept for many years after it has carried the message for which it was intended. Therefore it must whisper taste and refinement in printing and engraving. It must be the best because it concerns the one great occasion of a lifetime.

We make a specialty of wedding announcements and invitations, also menu cards, place cards, dance programs, booklets, and student organization booklets.

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Publishing Co.